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1. A method, comprising the steps of:
establishing a resource lease with each of at least one content
5 provider, each content provider storing content within said leased resource;
fulfilling subscriber requests for available content;
generating usage statistics;
providing said usage statistics to said at least one content provider;
and
10 adjusting the content stored in said leased resource according to said
at least one content provider.
2. The method of claim 1, further comprising the steps of:
generating service-centric data; and
15 adapting service operation according to said usage statistics and said
service-centric data.
3. The method of claim 1, further comprising the steps of:
generating content-centric data; and
20 providing said content-centric data to said at least one content
provider.
4. The method of claim 1, further comprising the step of:
remitting compensation to said at least one content provider in
25 response to said usage statistics.
5. The method of claim 4, wherein said remitted compensation is offset
by the value of said lease.
- 30 6. The method of claim 1, wherein said leased resource is adapted in
response to said usage statistics.
7. The method of claim 6, wherein said leased resource comprises a
memory resource that is increased or decreased in response to said usage
35 statistics.

8. A method, comprising the steps of:
- assigning to each of a plurality of content providers, content management responsibilities for respective service provider resources;
 - 5 fulfilling subscriber requests for available content;
 - generating usage statistics and providing said usage statistics to said at least one content provider; and
 - adjusting, in response to information provided by said content providers, content stored within said respective service provider resources.
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9. The method of claim 8, further comprising the steps of:
- generating service-centric data; and
 - adapting service operating according to said usage statistics and said service-centric data.
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10. The method of claim 8, further comprising the steps of:
- generating content-centric data; and
 - providing said content-centric data to said at least one content provider.
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11. The method of claim 8, further comprising the step of:
- remitting compensation to said at least one content provider in response to said usage statistics.
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12. The method of claim 10, wherein said remitted compensation is offset by the value of said lease.
13. Apparatus, comprising:
- a controller, for distributing video assets; and
 - 30 a server complex comprising a plurality of partitions, each of said partitions storing video assets provided by a respective content suppliers;
 - said content suppliers adapting content, including video assets, stored in said respective partitions in response to usage data provided by said controller
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5 15. The apparatus of claim 14, wherein said rules define at least one of a navigation parameter, a promotion parameter and a packaging parameter of said video assets provided by said content/suppliers.

16. The apparatus of claim 13, wherein said server complex partitions are
10 leased by said content suppliers.

17. The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

15 18. The apparatus of claim 13, wherein:
said content suppliers adapt the content stored in the respective
partitions in response to content-centric data provided by said controller.

19. The apparatus of claim 13, wherein each of said plurality of partitions
20 is responsively increased or decreased in size in response to said usage data.

20. In an interactive information distribution system wherein information provider equipment transmits video assets to subscribers via a distribution network, information provider apparatus comprising:

25 a server complex, for storing video assets received from content
suppliers and transmitting said video assets in response to a control signal;
and

a controller, for causing said server complex to transmit said video assets in response to a received request for said video assets, for interacting with content suppliers via a data channel, and for determining an appropriate list of available video assets based upon at least one of subscriber usage statistics, content-centric data and service-centric data.

21. The apparatus of claim 20, further comprising:

a content uplink, for receiving content streams from each of said plurality of content suppliers and responsively providing said content streams to said server complex.

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